

7 Project Next Steps

7.1 DEVELOPMENT OF ALTERNATIVES

The next step in preparation of the General Plan is to take all of the information compiled in this Existing Conditions Workbook, and study the preliminary planning issues that have been identified. We will prepare a range of alternative policies, programs, or projects that can address each of the issues identified. We will also prepare a draft land use map that will ultimately be the basis for development review and modifications to the County zoning ordinance tailored to Castro Valley.

7.2 CONTENT AND FORMAT OF THE GENERAL PLAN

There are seven substantive topics that will be addressed in the General Plan:

1. Community Character and Design
2. Land Use and Community Development – Residential Neighborhoods
3. Land Use and Community Development – Commercial Areas
4. Circulation
5. Parks and Public Services
6. Natural Resources
7. Making It Happen (Implementation)

For each of these topics, we will prepare the following:

1. Statement of Guiding Principles. These would be the basic policies, and should be no more than one page (for each chapter). There are many policies in the existing General Plan that are very general, or not necessary because they state the obvious. We believe we can condense them, and form a set of guiding principles that guides the MAC and Planning Commission as they review development applications, rezoning requests, etc.

2. Map(s) that Describe the Specific Proposed Policies or Actions.
3. Specific Policies and Strategies, describing the action that the County and/or community will take over the next 20 years to achieve the policy goal.

7.3 STRATEGIC ACTION PLAN INITIATIVES

The intention is to create more of a Strategic Action Plan, focusing on what types of private development should happen over the next twenty years, and what actions the community can take to establish the character and services desired for the community. The plan will recommend a series of initiatives, and will discuss ways that the initiatives can be implemented and funded. Here is a preliminary list of major initiatives for Castro Valley, based on analysis of the existing conditions and the community feedback received to date:

1. Valleys, Creeks, Canyons, and Hillside: Protections for the Natural Setting
2. Forestation – Street Trees, Rural Street Character, Planting in Public Spaces
3. Design Standards and Guidelines for New Homes: How New Development can Fit in to Castro Valley's Character
4. Small Town Character, with historic rural character and natural character evident: Koi Pond Farm, Palomares Canyon, others
5. Traffic Calming: Traffic Flows; but in a way that is appropriate given the character of the area.
6. Walkable Town Center: Castro Village Renovation; New shops/restaurants; Town Plaza
7. Beautiful Castro Valley Boulevard – Streetscape; Façade Improvement; Billboards; Sign Programs, Design Review Guidelines
8. Castro Valley Community Center – Town Meetings, Teen Center, Library
9. Lake Chabot Road Medical District: Eden Hospital Rebuilt; Area Revitalized
10. Castro Valley Neighborhood Centers: Rejuvenated Local Shops; Places of Pride

11. Somerset South: The Walkable Downtown Neighborhood
12. Castro Valley Gateways: Entry Points that Establish Castro Valley Identity, downtown
13. Enforcement: Processes and procedures to make sure buildings are built as approved.
14. Creating One Castro Valley: Strategies to integrate all of Castro Valley into a single community, for example an after school center that serves Castro Valley students in both school districts.